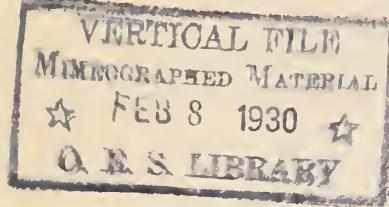


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# HOME DEMONSTRATION REVIEW

OFFICE OF COOPERATIVE EXTENSION WORK, EXTENSION SERVICE  
UNITED STATES DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.

Vol. 1, No. 2

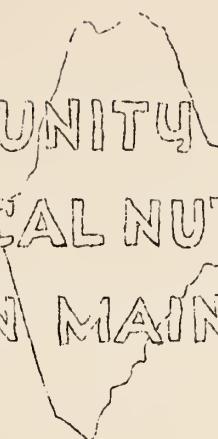
February, 1930

## EXTENSION WORK IN COOPERATIVE MARKETING

The aim of the cooperative extension service and of the cooperative marketing association is identical - to aid farm people to increase their incomes and to live better. It is the duty, therefore, of every extension employee to give his or her support to the cooperative association when properly organized and properly managed.... Every extension agent has his place in building the cooperative structure - the director, the subject-matter specialist, the supervisor, the county agricultural agent, the home demonstration agent, the club worker. Many a cooperative has failed because the women in the families of members have not been kept informed regarding its operations, or have not been active in its support; others have succeeded because members have been kept loyal to their pledges by cooperatively minded women.

*C. W. Worburton*  
C. W. Worburton  
Director of Extension Work





# COMMUNITY MEALS TEACH PRACTICAL NUTRITION LESSONS IN MAINE

"Square Meals for Health" contests were used as a means of extending health work in nutrition in 14 counties in Maine in 1928. Two hundred and fourteen of the two hundred and eighty-nine communities organized for home demonstration work took part in them and served 1,648 noontime community meals partaken of by 30,094 people. "This is one of the most far-reaching projects that we have in Maine," says Therese E. Wood, food specialist. "We are now winding up our third year on the project, and it is to be carried state-wide again in 1930."

The purpose of the contest was to improve the menus served in homes and to emphasize the value of simple, easily prepared, well-balanced meals for community groups.

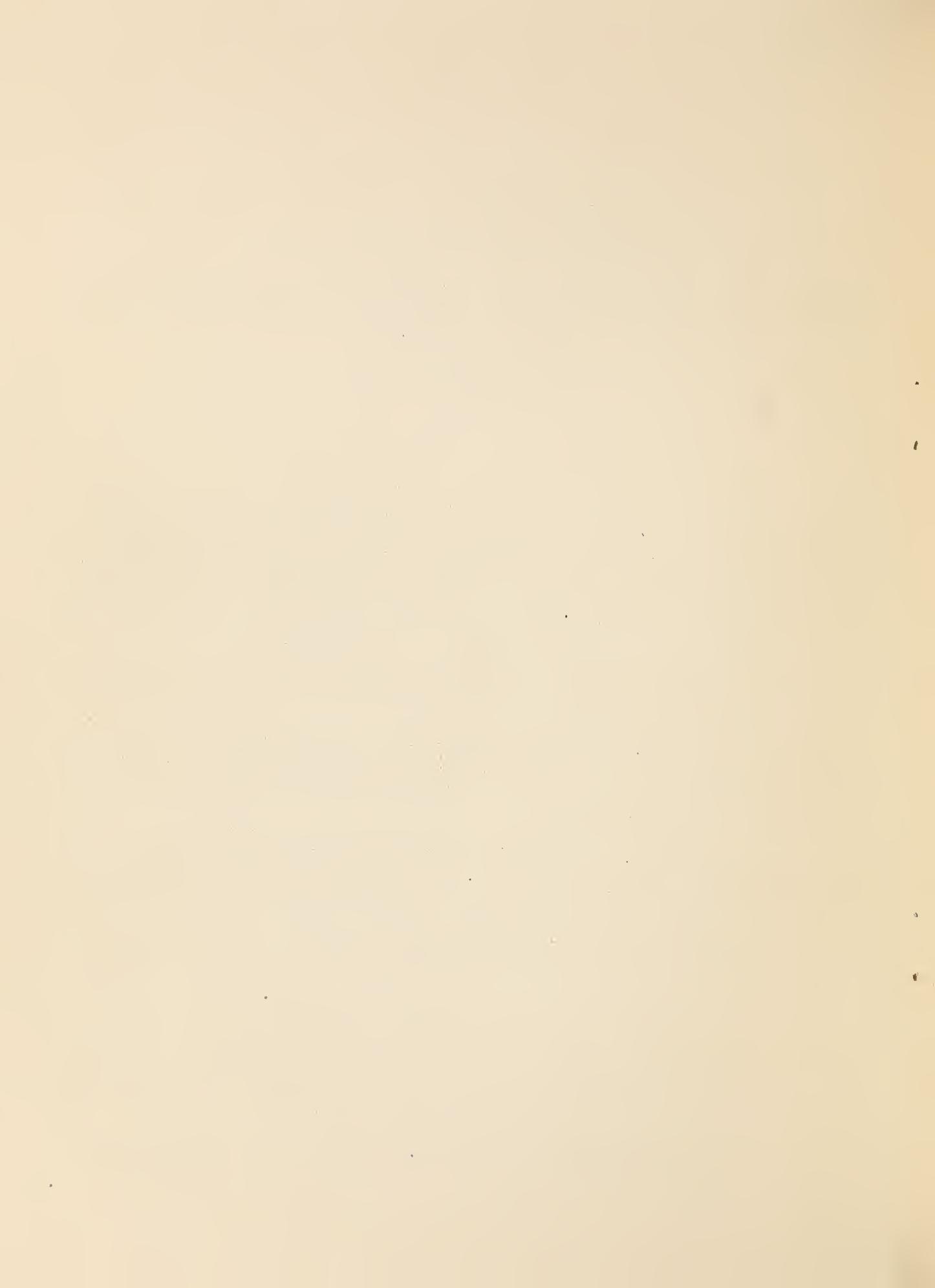
The menus and all plans for service had to be approved by the county home demonstration agent before a community meal could be entered in the contest. The menus included liberal quantities of milk, fruits, vegetables, and whole grains. A form of table service adapted to the serving of large groups was emphasized.

At the close of the county contests 552 women had reported having applied principles, learned while helping serve the community meals, to the meals prepared in their homes. A certificate of award was given by the State Federation of Farm Bureaus to all communities serving eight approved meals between March and December which scored 90 or more, and to the county with the most communities receiving awards.

"Square meals for Health" contests have been continued this year.

#### GENERAL RULES GOVERNING THE CONTEST

- (1) The contest to be open from January 1 to December 30, 1929.
- (2) Each community to be judged by the reports of the meals sent in to the county office on or prior to December 30.
- (3) The reports to be sent to the county office from the communities on the form approved by the extension service.



(4) The county award to be based on the reports sent by counties to the State office on or prior to January 15.

A. Community contest awards:

A certificate with a gold seal to be awarded to the communities having a total score of 126 or more points in the "Square Meals for Health" contest.

A certificate with a blue seal to be awarded to the communities having a total score of 101 to 125 points in the "Square Meals for Health" contest.

A certificate with a red seal to be awarded to the communities having a total score of 65 to 100 points in the "Square Meals for Health" contest.

The following scores may be obtained by a community:

- (1) Five points to the community for each meal approved by the home demonstration agent served to the women's farm bureau group from January to December inclusive.
- (2) Fifteen points to the community for each meal approved by the home demonstration agent served to the men's farm bureau group; to a joint meeting of the men and women's farm bureau groups; or to the 4-H club members from January to December inclusive.
- (3) Thirty points to the community for each meal approved by the home demonstration agent served to a community group other than the farm bureau group or 4-H club members from January to December inclusive.
- (4) Two points to the community for each meal properly reported to the county office within three days after the meal is served.

B. County contest awards:

A certificate with a gold seal to be awarded to the county having the largest number of total points won by its communities receiving certificates.

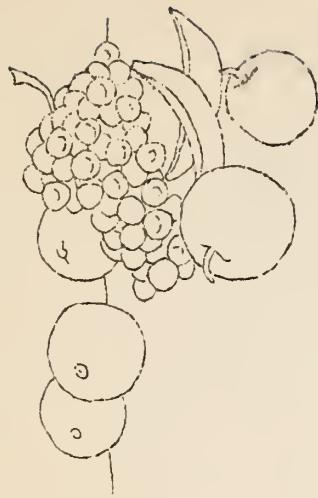
A certificate with a blue seal to be awarded to the county having the second largest number of total points won by its communities receiving certificates.

A certificate with a red seal to be awarded to the county having the third largest number of total points won by its communities receiving certificates.



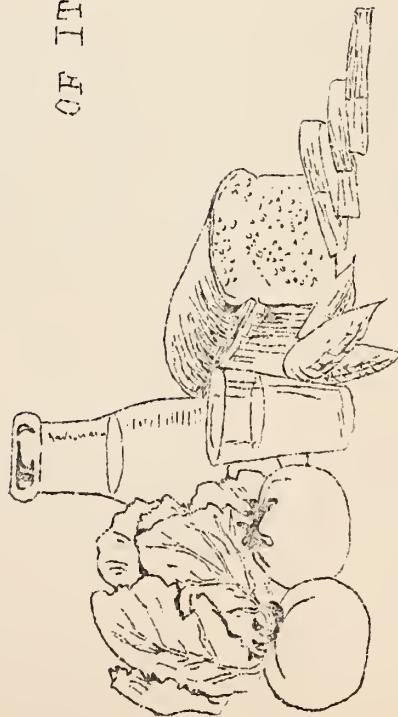
# Square Meals For Health

THE COMMUNITY OF



HAVING PROMOTED THE SERVING OF WELL PLANNED MEALS AND HAVING  
ATTAINED A SCORE OF **100** IN THE SQUARE MEALS FOR HEALTH  
CONTEST CONDUCTED IN MAINE DURING **1940** THIS HEREBY  
AWARDED A CERTIFICATE OF MERIT IN ACKNOWLEDGMENT

OF ITS ACHIEVEMENT



Secretary, Maine State Federation of  
Farm Bureaus.

EVELYN C. AVERY  
Home-Economics Extension Specialist,  
University of Maine.



## HERE AND THERE IN THE FIELD

### Iowa Correlates Clothing and Health Projects.

The direct relation between clothing and health for both adults and children; improved practices in the care of clothing; the saving of time and energy that can be had through the use of better equipment for the care of clothing; and the development of higher standards in the choice of fabrics and of ready-made clothes for the whole family have been emphasized during the past year, say the four clothing specialists in Iowa.

Reports from the women show that carrying out these plans have greatly improved the quality of clothing work, as 23,274 uses have been made of the practices taught.



### Project - Neighborhood Leader Plan in California

An experiment was tried out in two California counties, San Joaquin and Stanislaus, in the project-neighborhood leader plan with outstanding success. The project phase chosen was vegetable cookery. The project leaders representing the different communities in the county were trained by the county home demonstration agent, usually two leaders from each community. Each project leader within seven days met with and trained four neighborhood leaders, each of whom gave the demonstration before three other farm women. These three in turn met with two others and each of the two with one. In each step of the plan, effort was made to reach some women who had not been in regular attendance in the home demonstration or farm-center groups.

Vegetable cookery in various types of utensils was compared as well as four distinct ways of cookery: (1) In small amount of water, (2) with no water, (3) steaming, and (4) baking.

Report blanks were furnished each leader in order that a checkup could be obtained on the scope of their activities, and a time limit was set in each county. Reports far exceeded the anticipated results. In San Joaquin County 25 project leaders representing 17 centers trained 132 neighborhood leaders. The total number of women benefiting by the demonstrations were 805. In Stanislaus County 297 meetings were held by project and neighborhood leaders, and a total of 1,713 women in the county were reached with the demonstrations and instructions. It is contemplated that other counties in California will use the same plan with definite phases of other projects.



### Roll Call at Health Meetings.

Roll is called at the opening of each health-training meeting, both at specialist's meetings and those held by the leaders in Missouri.



A general topic is assigned in advance which is intentionally broad in scope and has to do with living practices which tend to improve mental, emotional, spiritual, or physical health.

This offers an opportunity for each person to discuss her own, her family's, and her neighbor's problems and what is being done about them. Free and lively discussions ensue and many of the improvements noted come about as a direct result of the conclusions which crystallize out of such nebulous beginnings.



Bookshelf aids extension work.

The executive board and the home demonstration agent, Cleo Fitzsimmons, in Kane County, Ill., are endeavoring to obtain a "home bureau bookshelf" in each library in the county, where books recommended by the various specialists may be purchased.



Parliamentary procedure followed in meetings.

"The women of Coles County, Ill.," says Ida M. Didier, home demonstration agent, "are much interested in the project on parliamentary procedure, and results are already beginning to show in the way the business of the units is carried on. The meetings are running much more smoothly and are conducted according to parliamentary procedure."



A Circular Letter of Unusual Appeal  
(See next page)

An unusually effective circular letter prepared by a county home demonstration agent was entered in 1929 information contests of the New Hampshire Extension Service. The subject is spring felt hats. It was prepared and used by Ruth H. Sterling, home demonstration agent, Strafford County. The letter itself is reproduced in full on the next page. In this letter are found all the qualities that go toward the making of a highly effective circular letter. There is a definite and alluring appeal to the vital personal interest of the reader. The solution proposed is practical, the directions are simple and easily understood, and a bond of sympathy and understanding is established between the writer and her readers in the extremely happy ending, "Yours for a pretty new hat." It is a letter clear, complete and convincing in the message it carries, and one as well that is attractive in make-up, illustration, and approach.



CO-OPERATIVE EXTENSION WORK  
IN  
AGRICULTURE AND HOME ECONOMICS  
STATE OF NEW HAMPSHIRE

EXTENSION SERVICE  
HOME DEMONSTRATION WORK

UNIVERSITY OF NEW HAMPSHIRE  
U. S. DEPARTMENT OF AGRICULTURE  
AND STRAFFORD COUNTY FARM  
BUREAU CO-OPERATING

ROCHESTER, NEW HAMPSHIRE



## Spring Felt Hats

To the Home Milliner:

Felt hats are the smart hats this spring in combination with attractive straws in all colors. Yet, they are so simple that it is but the matter of a few hours to make one.

Won't you join our Hat Bee and become one of the many enthusiastic hat makers in New Hampshire? A local milliner has prepared a trimming box for us including straws, ornaments, ribbons and flowers. Surely, you can find something in it to harmonize with your particular piece of felt.

Time:

Place:

Yours for a pretty new hat,

*Ruth H. Sterling*

Home Demonstration Agent.



Starting off with a bang!

The plans for carrying out a County Health and Nutrition Day in Citrus County, Fla., illustrate a good method of initiating or launching a foods and nutrition project. In preparation, the home demonstration agent, Mrs. E. W. Moore, and the county home demonstration council planned a year's nutrition work with the girls and women. The district nurse completed the physical examination of the school children and summarized her findings. The children rehearsed several health and nutrition playlets and songs to contribute to the program, and the school superintendent declared a half holiday so that they might take part. On the appointed day, the large meeting place was packed. The teachers, nurse, superintendent, home demonstration agent, club women, parents, and children all had their share in the program, all heard the comprehensive plans for the project, and were eager to carry out their part of the plan. Physicians discussed the inspection figures and explained the importance of the removal of defects. The nutrition specialist talked on the importance of food for growth, illustrating her points with colored lantern slides, and briefly discussed the nutrition program, showing its value not only in following up the correction of defects but in keeping the well child well.

Vegetable Centerpieces? Why not?

A "launching meeting" for the Child Feeding Project in Worcester County, Mass., where Mildred Thomas is home demonstration agent, last year was in the form of an invitation luncheon with after-dinner speeches. The three colorful and appropriate centerpieces on the speaker's table were made from vegetables. The large decoration in the middle was arranged in a handsome green glass plate and had for its center a velvety white cauliflower, surrounded with curly green spinach leaves, with small bunches of tiny red radishes and the tips of yellow wax beans peeping out around them. Smaller bouquets at the ends of the long table were made of feathery carrot tops, curly spinach, blanched celery tops, baby carrots and white icicle radishes. No bouquet of carnations and asparagus fern could have lent a more attractive note of color to the snowy cloth than did these vegetable centerpieces.

Abstracts are Short-Cuts to Information on Foods and Nutrition Research.

Abstracts of nutrition research appear monthly in the Journal of Home Economics.

Child Development Abstracts and Bibliography, a multigraphed bimonthly bulletin by the Committee on Child Development, National Research Council, Washington, D. C., is of a suitable size for carrying into the field, for clipping, and for filing on 5 by 8 inch cards. It brings together abstracts from 12 scientific journals. The price is \$4 a year. Orders should be addressed to the Extension Secretary, Committee on Child Development, National Research Council, Washington, D. C.



WHAT THE HOME DEMONSTRATION AGENTS CAN DO  
TO FURTHER THE WORK OF THE FEDERAL FARM BOARD

(A talk made at the Farm Board luncheon in Chicago, November 1929, by Connie J. Bonslagel, State home demonstration agent, Arkansas.)

"At first glance it would look as if the women could do little or nothing to help with the cause in question, and yet, as the various members of the Farm Board have spoken, I, for one, have been rather fired with faith and enthusiasm, and that's the first step toward espousing and furthering a cause."

As these men spoke, I thought of the machinery with which we can work in our State. We have there, 56 home demonstration agents in 54 counties. These agents work with more than 12,000 farm women who belong to about 600 community or home demonstration clubs. These clubs hold monthly meetings throughout the year. Farm women are busy women. They would not come out to these meetings month after month, year after year, if there were not that to be got from these meetings which would make of these women better home makers, better wives, and better mothers. Their programs of work have to do with their problems - food, shelter, clothing. They are particularly interested in the food-production projects, the family cow, the garden and orchard, the poultry flock, for without the background of economic food production on the farm, there is no home economics practiced in the farm home. These women work together for their community's good. They are community-minded. They think together, discuss, plan, and work together. They have influence in the community as well as in the home.

In forty of these counties we have county councils of home demonstration clubs, bodies varying in size from 100 to 1,200 members. Some of these clubs have been functioning for six or eight years. These women work for the county's good. They are county-minded. They have influence in their counties as in their homes.

The secretary encourages us to look to a better day for agriculture, a time of educational and economic opportunities for the farm boy and the farm girl, a time when we will have increased incomes on the farm, and an American standard of living for the American farm home. With our home-improvement program in Arkansas, we can't wait for the increased income. We believe that better standards of living will help bring the increase. We are sorry that farm people ever learned to get along with so little. We want them to feel that they just have to have better homes, better equipment, more conveniences. You know that the feeling that you have to have a thing is a powerful incentive for getting that thing. Feeling that waterworks must be bought and paid for, the farm woman will be more alert to better farming practices. She will urge her husband to follow the county agent's advice, to buy better seed or more fertilizer instead of discouraging the expenditure as may have been her wont. She will urge him to join the cooperative associations which are recommended. And she has influence in her home, as in her community and in her county."



COOPERATIVE MARKETING OF FARM HOME PRODUCTS  
THROUGH HOME DEMONSTRATION CLUBS AIDS WORK OF  
FEDERAL FARM BOARD

Ola Powell Malcolm  
Field Agent, Home Demonstration Work, Southern States, Office of  
Cooperative Extension Work

Thousands of farm women and girls are manifesting greater interest in learning to utilize profitably the resources of the farm home and the farm community. Increasing the farm-home income has held an important place in home demonstration plans of work during 1929. The 12 Southern State extension divisions now have 905 home demonstration agents engaged in their work, and through their efforts in these States, they are directing one or more phases of standardization in marketing of farm-home products. Much of the increased income for the farm family that was obtained in this way has been devoted to improving and beautifying the homes.

The returns of \$493,817 from sales made by women and girls reported for 1928 will doubtless be increased to considerably more than half a million dollars in 1929. County commodity organizations among farm women now number over 250 in the Southern States. Many kinds of attractive fireside industries and farm-home enterprises have been developed. The women and girls engaged in this work have just reason to be proud of their initiative in developing marketable articles, unusual and of the highest quality, in packages and labels that are individual. The secret of their success is standardization and craftsmanship, whether their work be with fruits, vegetables, poultry, eggs, butter, cheese, baskets, rugs, gloves, tooled leather, articles made of wood or clay, rush-bottom chair seats, feather fans or other things made of native materials.

The county-wide associations of women and girls organized on a commodity basis for the purpose of standardizing and marketing in large quantities home-grown and home-manufactured goods of high quality has enabled members to obtain both the producer's and the manufacturer's profit from the farm-home products. This group work in standardization and marketing has been very successful and commands attention and support for the home demonstration work from bankers, business men, and women wherever these cooperative enterprises have been undertaken. Included in the several hundred county commodity organizations now functioning will be found such groups as county poultry associations, women's county produce associations, county club markets, county weavers' and county basket makers' organizations, county fig clubs, and county marmalade associations. In Clay County, Ala., \$30,000 worth of pine-needle baskets have been made and sold by farm women. The county basket association enrolls about 250 to 300 women during a year. The above figure shows total of sales over a period of two or three years. Baskets are sold for many others whose names the association has not registered, and they have taught others who have sold independently. In Hamilton County, Tenn., about \$6,000 worth of rugs were sold. In the South many farm women added to their farm income from one to two thousand dollars last year from the sale of



home poultry and dairy products. A small group of women in a county in Texas supplies the dining service of three great railroad systems with Sunshine marmalade. In another county a group of farm women have averaged between \$60 and \$100 each per month from their gardens and canned products. Club girls added hundreds of dollars in this past year to their "Go to college" funds in addition to their contribution to the home.

Turning the farm-home surplus into farm-home conveniences and "Go to college" funds has proved to be enjoyable and interesting work for thousands of farm women and girls. Neither the money earned nor the conveniences purchased compare in importance with the development of the individual or the satisfaction and contentment which come to those who have this opportunity with home demonstration agents to find self-expression in this worth-while and profitable creative work. Reports have shown that improved methods of standardization and marketing of farm home products have been used in more than 50,000 farm homes.

During 1929 the home demonstration agents have definitely helped nearly a half million women and girls to raise farm home standards of living. In all of their work the effort has been to improve standards of beauty, comfort, culture, influence, and power, and the results show not only splendid advancement in the production and economic side but also wonderful progress in living accomplishments. Farm women engaged in home demonstration work are doing much to further the cause and the work of the national Federal Farm Board. They have through their interest and practical work learned to appreciate the benefits to be derived from cooperative marketing associations. They understand and appreciate the meaning of better quality products and standardization in the handling and marketing of them. Their influence is felt in their homes, as well as in the community, county, and State.

## MISCELLANEOUS ITEMS

### Food Standards

The Secretary of the United States Department of Agriculture on November 25 approved the definitions and standards for coffee, milk, and mayonnaise revised and amended by the Food Standards Committee at its October meeting. These revised definitions and standards, given below, are now official for use in the enforcement of the Federal food and drugs act, which is in charge of the Food, Drug, and Insecticide Administration of the Department of Agriculture.

MILK is the whole, fresh, clean lacteal secretion obtained by the complete milking of one or more healthy cows, excluding that obtained within 15 days before and 5 days after calving, or such longer period as may be necessary to render the milk practically colostrum free. The name "milk" unqualified means cow's milk.



GOAT'S MILK AND EWE'S MILK are the whole, fresh, clean lacteal secretions free from colostrum, obtained by the complete milking of the healthy animals, and conform in name to the species of animal from which they are obtained.

SKIM-MILK, SKIMMED MILK, is that portion of milk which remains after removal of the cream in whole or in part.

PASTEURIZED MILK is milk every particle of which has been subjected to a temperature not lower than  $142^{\circ}$  F. for not less than 30 minutes, and then promptly cooled to  $50^{\circ}$  F. or lower.

COFFEE is the seed of cultivated varieties of *Coffea arabica*, *C. liberica*, and *C. robusta*. (a) Green coffee, raw coffee, unroasted coffee, is coffee freed from all but a small portion of its spermoderm and conforms in variety and in place of production to the name it bears. (b) Roasted coffee, "coffee," is properly cleaned green coffee which by the action of heat (roasting) has become brown and has developed its characteristic aroma.

MAYONNAISE, MAYONNAISE DRESSING, MAYONNAISE SALAD DRESSING, is the clean, sound, semisolid emulsion of edible vegetable oil, egg yolk or whole egg, a vinegar, and / or lemon juice, seasoned with one or more of the following: Salt, sugar, spice commonly used in its preparation. The finished product contains not less than 50 per cent of edible vegetable oil, and the sum of the percentages of oil and egg yolk is not less than 78.



SPECIFICATIONS SET FOR DRESS PATTERNS. The Bureau of Standards of the United States Department of Commerce has issued the following specifications for commercial dress patterns which have been adopted at a joint conference of representative manufacturers, merchants, educators, and users of dress patterns.

A pattern for a "34" woman should have a bust of that measure, 28-inch waise, 37-inch hips. The perfect "36" should have a 31-inch waist and 39-inch hips.

A misses "14" should have a bust measure of 32 inches, 27-inch waist, and 36-inch hips, and the "16" a bust of 34 inches, waist 28 inches, and hips 37 inches.

Measures are given for other sizes including juniors, girls, children, infants, boys, and little boys. These are described in Commercial Standard C. S 13-30 which is on sale for 5 cents by the Superintendent of Documents, Government Printing Office, Washington, D. C.

Other specifications set up by the Bureau of Standards are:

Federal Specification No. 615 a: Ticking, mattress, and pillow

Commercial Standards CS 3-28: Stoddard solvent (Dry Cleaning)

U. S. Government Master Specification No. 345 a: General specifications for textile materials.

Commercial Standards CS 16-29: Wall paper.



## IN A LIGHTER VEIN



### BALLAD OF THE QUESTIONNAIRE



Do you love your wife and, if not, why?  
How much is your average monthly pay?  
And do you believe in a by-and-by?  
And what do you eat and what do you weigh?  
How much do you save for a rainy day?  
And what do you read and what do you wear?  
And don't you get huffy at me, I pray-  
This is the voice of the Questionnaire.

Oh, are you a wet or are you a dry?  
And what are your favorite forms of play?....  
Is modern society geared too high?  
Does mother-in-law dispute your sway?  
Is Congress showing signs of decay?  
Are you a sunbeam or are you a bear?  
Our sociologists bid you say-  
This is the voice of the Questionnaire.

--Gorton Veedor Carruth.

x x x

A budgeteer is "one who makes out a budget" says Webster.

x x x

"Give me a good digestion, Lord,  
And also something to digest,  
Give me a healthy body, Lord,  
And sense to keep it at its best.

"Give me a sense of humor, Lord,  
Give me the grace to see a joke,  
To get sole happiness from life  
And pass it on to other folk."

From Florida Nutrition Letter



Nine States now employ extension specialists in child care and training, child health, or child development. They are Georgia, Massachusetts, New Jersey, New York, Illinois, Iowa, Michigan, Minnesota, and Ohio. This number shows an increase of 6 over those employed in 1928, indicating a growing interest in this field.



## REFERENCE SHELF

### PUBLICATIONS OF STATE AGRICULTURAL COLLEGES RELATING TO EXTENSION WORK IN HOME ECONOMICS

The extension publications listed here are not distributed by the United States Department of Agriculture. The list has been made to inform you of what is being done in the various States to provide helpful publications.

Alabama council of home demonstration clubs, 1928-29. Helen Johnson, 15 p. illus. April 1929. (Alabama Circ. 114.)

Weave, design, and finish in cloth. Blanche E. Hyde. 4 p. Sept. 1929. (Colorado Circ. 62.)

The textiles we buy and use. Helen E. McCullough. 94 p. illus. Aug. 1929. (Illinois St. Circ. 347)

Not available for free distribution. Cost, 25 cents per copy.

The spirit of the new kitchen. Margaret McPheeters. 11 p. illus. Aug. 1929. (Maryland Circ. 76.)

Canning fruits and vegetables. Jane S. McKimmon. 25 p. illus. Sept. 1929. (North Carolina Ext. Circ. 114, revision and reprint.)

Score cards for food and clothing. Prepared by home demonstration staff. 8 p. June 1929. (Oklahoma Ext. Circ. 257.)

Home preservation of fruits and vegetables. Martha McPheeters. 30 p. illus. (Oklahoma Gen. Ser. 98.)

Planning yard and garden. Charlotte P. Brooks. 8 p. illus. June 1929. (Vermont Circ. 55.)

### PUBLICATIONS OF THE U. S. DEPARTMENT OF AGRICULTURE

#### CIRCULAR

84 Vitamins in food materials.

#### FARMERS' BULLETINS

976 Cooling milk on the farm (revised).

1087 Beautifying the farmstead (revised).

1171 Growing annual flowering plants (revised).

1497 Methods and equipment for home laundering (revised).

#### LEAFLET

54 Play suits for winter.

